NEWARK PUBLIC LIBRARY

NEWARK PUB. LIB PERIODICALS AC
5 WASHINGTON ST PO BOX 630
NEWARK, NJ 07101

NEW JERSEY DIVISION C
NEWARK PUBLIC LIBRARY

CITY NEWS

edition

Vol. 15, No. 20 — Serving New Jersey's African-American communities since 1983 — February 18-February 24, 1998 — 50 cents

INSIDE THIS WEEK

National page A3
Black College Reunion confirmed in Daytona Beach

Business page A5
SBA to lend black business $558 million by 2000.

ARTZ page B4
Coolio comes to the big screen

NEWS BRIEFS

Evers-Williams to establish Medgar Evers Institute

BALTIMORE – Myrlie Evers-Williams recently announced that she will not be a candidate for re-election as Chairman of the Board of Directors of the NAACP, and will instead seek to establish an institute named for her late husband, civil rights martyr, Medgar Evers. Evers-Williams has served as NAACP Board Chairman since 1995. At that time, the organization faced a serious financial and leadership crisis.

Evers-Williams

"Since my late husband Medgar's death, I have been committed to seeing that his legacy and proper place in history are maintained. It is time for me to once again devote my energies to that task."

Evers-Williams will remain a member of the NAACP Board of Directors through February 1999. She is currency consulting with social justice, civil rights, business and political leaders to refine the concept of the Medgar Evers Institute.

Crump gives rebuttal to James' State of the City address

NEWARK—In a 15-minute rebuttal to Sharpe James' State of the City address, Newark Councilwoman Mildred Crump questions his glowing assessment of the city.

Crump

Crump, a candidate for mayor, pointed to a 13 percent unemployment rate—a rate she claims has grown in the past 12 years. "Our lives will be changed when Newarkers are employed and able to care for their families," she said. "Our lives will be changed when our children and grandchildren are educated properly."

DYFS does not serve the needs of those who need it most

TRENTON—New Jersey's neediest children are set adrift in a child-welfare system so short of staffing and resources that its caseworkers are burned out, demoralized and unfit to do their jobs.

These observations are part of an examination of the State Division of Youth and Family Services. "The pattern of fluctuating fiscal and political priorities has taken its toll. It is clear that the system has been seriously weakened by the cumulative effects of a decade of relative inattention and minimal maintenance," the report said.

Clinton calls for hike in minimum wage by $1 for 12 million working people

WASHINGTON—President Clinton has called for raising the minimum wage by $1 an hour in two steps to help raise the living standards for a total of 12 million working people.

The President took exception to criticism that a wage increase will cost jobs. "The last time we did it," Clinton said referring to a minimum wage hike, "it didn't cost jobs; we created jobs at a very brisk pace." He also claimed the unemployment rate is down for African-Americans, teenagers and women.

Commerce Department dismantled; urban concerns, education in budget

By g.r. mattox

TRENTON—In a whirl of activity de-signed to consolidate and reorganize, and at the same time allocating substantial amounts for New Jersey's cities and education, Governor Christie Whitman has been busy planning structural changes in several areas of state government while submitting a $17.9 billion budget.

The largest area of state spending included in the budget is public education. Governor Whitman's fiscal year 1999 budget proposal increases spending on public education by $540 million. This raises the education funding to $6 billion. Also included in Whitman's budget is a $61.1 million increase in Higher Education funding.

Gov. Whitman

Additional allocations include $400 million towards her initiative to revitalize urban areas and redevelop abandoned properties.

Overall, the Governor's budget boosts the state surplus to $650 million while absorbing more than $250 million in new tax cuts including an expansion of the deduction for property taxes.

Whitman has also made energetic plans to consolidate state functions and programs. She feels the workings of government will be more centralized. She has called for the transformation of the Department of Commerce into the "New Jersey Commerce and Economic Growth Commission." The independent commission will be better able to respond to the increasing demands of competition by focusing solely on economic development and job creation says Whitman.

"Economic development has been a top priority in this administration since day one," Governor Whitman said. "This new approach will enable us to reach new heights in creating jobs and attracting new companies to the Garden State."

The Governor has stated her intention to provide for the transfer of the New Jersey Youth Corps Program into the Department of Human Services. Currently three state departments are involved in the program: the human services department, The Department of Education and the Department of Community Affairs.

The Youth Corps program provides high school dropouts from 16 to 25 assistance in obtaining high school diplomas by providing academic instruction, community service work and support service.

Commentary

Whose black history to believe?

By Earl Ofari Hutchinson

I, like many black high school students in the early 1960s, learned about Africa watching Tarzan; about Egypt watching the "Ten Commandments" and about American slavery watching "Gone With the Wind."

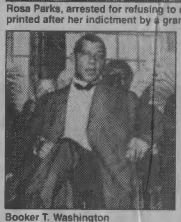
I believed the claims of many eminent historians that blacks contributed little or nothing to history. By the 1970s I knew better, however. Thanks to the work of Carter G. Woodson, the pioneer Black historian and educator, who 50 years earlier initiated what was then called Negro History Week, and other black and white scholars, the contributions of Africans to world history and African Americans to U.S. history have been permanently rescued from oblivion.

Black abolitionists Frederick Douglass and Harriet Tubman, educators Booker T. Washington, and W.E.B. DuBois, activists, Marcus Garvey and A. Phillip Randolph, writers Langston Hughes and Zora Neal Hurston, and modern day civil rights champions Rosa Parks and Martin Luther King, Jr. have finally claimed their place in many history texts. The problem is they are still too often compartmentalized into separate and unequal chapters, such as civil rights, or slavery. This gives the false impression that black contributions are little more than a sideshow to the real workings of history.

This is nonsense. Black inventors, explorers, scientists, architects and trade unionists were major players in the development of American industry. Black abolitionists, religious and civil rights leaders had profound influence on law, politics and ethics in America. Our artists, writers and musicians gave America and the world its most original and distinctive culture and art forms.

Some Afro-centrists don't help matters. They claim that blacks made all the major contributions to world civilizations. They revel in the past grandeurs of African kingdoms, and empires and ignore the rich contributions that blacks made to American history. By distorting history to score racial brownie points, black and white ideologues have left many blacks and non-blacks wondering just whose black history to believe?

Rosa Parks, arrested for refusing to move to the back of the bus, is fingerprinted after her indictment by a grand jury.


Booker T. Washington

Langston Hughes and Zora Neal Hurston.

Thoughtful black and non-black scholars should step up the effort to uncover even more of these rich nuggets of history. Publishers should stop dumping black contributions into deserted corners of textbooks. School administrators and teachers should weave black achievements throughout all classroom curricula. Public officials should honor black achievements in history throughout the entire year. And corporations should promote black contributions not just on courtesy calendars, writing pads, and other small budget items.

Celebrating black history as American history can boost the pride and self-esteem of young people of all colors, and show them they can achieve against all odds. This is the best way to answer the question "Whose black history we should believe?"

PSE&G receives Ron Brown Award

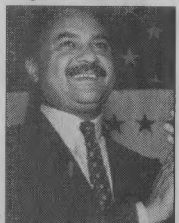
NEWARK—Public Service Electric and Gas (PSE&G) recently will expand its award-winning, "Urban Initiative" program to six additional New Jersey cities: Paterson, Trenton, Elizabeth, New Brunswick Camden and Jersey City.

The announcement came on the heels of a White House Ron Brown ceremony, where PSE&G and three other organizations recently were recognized for outstanding achievement in community service and for the utilities innovative contributions to fostering commerce and economic vitality in an urban state.

Public Service was recognized for its "Urban Initiative," specifically PSE&G's spearheading the South Ward Neighborhood Partnership in Newark, a coalition of over 50 organizations committed to comprehensive neighborhood revitalization. The Partnership coordinates public, private and non-profit resources to bring fundamental change to a neighborhood.

Key areas being addressed by the Partnership include fostering economic development, assisting local small businesses, increasing affordable housing opportunities, improving the delivery of health and human services, upgrading computer systems and computer literacy in local schools, training employees of local non profits, and focusing on improving quality of life and public safety. While many of these initiatives are individually impressive, it is only when taken as a whole—a united effort—that the true potential impact of the South Ward Neighborhood Partnership becomes apparent.

An important component of the partnership is the construction of a $6.8 million, 100,000 square foot, light industrial complex in the targeted neighborhood. In keeping with the holistic approach to solving neighborhood problems, the building includes core services such as pre-screening for employee applicants, pre-employment training and after-school and child-care arrangements. Ground was broken


Ron Brown

on the building in October of last year, and it is targeted for completion by the fall of 1999.

"The key to the success of the Partnership has been the combined efforts of more than 300 people working together to bring positive change to this neighborhood. Each and every one of the partners shares this honor with PSE&G," said Shirley Ward, coordinator of the Urban Initiative for PSE&G.

The Washington ceremony honored the first recipients of the "Ron Brown Award," named in honor of the late Commerce Secretary. The award will be presented annually by the President of the United States to recognized extraordinary company programs that improve the well-being of employees and enhance communities where employees live and work.

In addition to PSE&G, the winners of the Ron Brown award were IBM and Levi Strauss. Other companies receiving special recognition include Bright Horizons and Lancaster Laboratories.

UPS delivers Olympic spirit to Newark youth

NEWARK—Children, Olympians, guests and dignitaries were on hand recently when UPS delivered boxes and boxes of sports equipment to the Newark YMWCA. The donation, which is a part of UPS's Olympic Sports Legacy program, will benefit the children of Newark through the sport activities and programs of the YMWCA. The program will distribute half a million pieces of equipment globally.

The equipment donated included items requested by the YMWCA for sports development programs such as batting ping-pong tables, in-line skates, canoes, basketballs and soccerballs. The equipment was delivered during the celebration by UPS package drivers.

New Jersey native and Olympic track star Josette Clark was one of the many athletes to attend the UPS Sports Legacy program at the Newark YMWCA.

UPS's Olympic Sports Legacy was launched earlier this year to extend UPS's worldwide Olympic Games sponsorship to include disadvantaged children through youth recreation organizations in Newark and ten other U.S. cities. Intentionally, the program will reach five countries including: Barbados, Canada, Mexico, Taiwan and France.

In conjunction with the UPS Sports Legacy program, Champions In Life, a program owned and trademarked by the United States Olympic Committee is also apart of the celebration. The Champions In Life program provides Olympic athletes to schools and youth organizations as role models and advisors. Through school assemblies, Olympians deliver a message about staying in school, staying drug free, avoiding gangs and violence and being the best that you can be.

"The UPS Olympic Sports Legacy program is a demonstration of our commitment to the ideals of the Olympic Games and to the communities we serve," said Rosemary Windsor-Williams, vice president, UPS Olympic and Corporate Events Group. "It is the natural evolution of our involvement in the Olympic movement."

Historian talks about slavery in Monmouth County

By Avery Grant

WEST LONG BRANCH—Historian and author, Graham Russell Hodges, spoke about slavery in Monmouth County prior to the Civil War, at a Black History Month presentation in the Barnes & Noble Bookstore, West Long Branch.

Hodges, a history professor at Colgate University, Ithaca, New York, is author of "Slavery And Freedom In The Rural North: African Americans in Monmouth County, New Jersey 1665-1865." In 1982 and 1989 he was a guest speaker for the Black History Month Celebrations sponsored by the Monmouth County Park System. Both speeches were published in a booklet, and later Friends of the Monmouth County Park System and the New Jersey Historical Commission funded further research and publication of the book.

"In 1660 there were few black people in Monmouth County, but by 1776 there was a sizable population," Hodges said, "most came here by slave trade." He said much information about the slaves is taken from church records, wills (as "property" they were passed along in wills), and notices that were posted for runaway slaves. In 1660, Monmouth County was quite ethnically diverse, with English, Huguenot, Dutch and Scotch-Irish. There were also many Protestant denominations including, Anglican, Reformed Dutch, Society of Friends (Quakers), Congregationalists, Huguenots, Presbyterians, Baptists, and Methodists. "Some (sects) declared slavery a grand Christian adventure, a boon to brutes and heathens who should be grateful for opportunities to study and practice saintly virtues," he said.

The Anglican Church spearheaded the pro-slavery efforts, which led to a 1704 law that carefully separated civil freedom from baptism, obstensibly removing any grounds for fearing that catechized slaves could demand emancipation as Christians. The effect of the law was diluted, when, Quakers began freeing their slaves in the 1760s. Monmouth County became home to at least four distinct types of black religious experiences, most combining Christian theology with African symbolism, where trances and shouts were important components of religious tradition.

By 1804, gradual emancipation occurred by law in New Jersey. It freed males at age 25 and females at age 21. By 1830 there was a sizable free population, but even in the 1850s there were runaway slave notices. By 1850 you began to see land ownership by blacks, and the emergence of the black Christian religions. Hodges said, "While local recollections of slavery in Monmouth County refer to its mildness, the reality seems different."

Community Calendar

WEDNESDAY, FEBRUARY 18

NEWARK—"Operation Parenthood" is an eight-week program held Wednesdays from 6 to 7:30 p.m. in Essex County College's main Newark campus, 303 University Ave. Pre-registration is required. For more info, call 973-877-1895.

PLAINFIELD—Poetry readings will be held at Plainfield Public Library from 6:45 to 8:30 p.m. For more info, call 908-757-1111. This event is free and open to the public.

MAHWAH—Hudson River and West: Views and Visions, an exhibit of works by a 19c of New York artists, will open at Ramapo College of NJ and continue through March 13 in the college gallery. An artists' reception and talk will begin at 5 p.m.; the artists will discuss their work at 6:00 p.m. For more info, call 201-529-7362.

NEW YORK—An exhibition of work by more than 15 intuitive artists from the Harlem Horizon Art Studio will hang in Columbia University's Low Memorial Library Rotunda, 116 St and Broadway, through the 27 from 9 to 5:30 p.m. For more info, call 212-854-2877.

THURSDAY, FEBRUARY 19

EAST ORANGE—"How to survive as an unwed teen parent" discussion led by Dr. Evelyn Rozzo, Ph.D. will be held from 6 to 9 p.m. at the Black United Fund. For more info, call 973-676-5283, ext. 17.

EAST ORANGE—A Moorish-American presentation about African nationality will be held by Bro. Kenneth El and a Minister of the Moorish Science Temple at the Black United Fund from 6 to 8 p.m. For more info, call 973-676-5283, ext. 17.

SOMERSET—The NJ Flower & Patio show has announced its fourth-annual Pressed Flower Picture Competition to be held at the Garden State Exhibit Center through February 22nd. To obtain a complete list of contest rules and an entry blank call 732-919-7660.

NEWARK—Art adventures for 3 to 5 year -olds experimenting with a wide variety of art materials in this studio workshop from 10 a.m. to 11 a.m. through April 16 at the Junior Museum within The Newark Museum. For more info, call 973-596-6606.

UNION—Workshop: "Hanging and Promoting an Art Show" for visual artists will be held at 9:30 a.m. at Kean University, Vaughn-Eames Building. For more info, call 908-558-2550.

WESTFIELD—The 4-H Reptile Club will have its first meeting from 7 p.m. to 8:30 p.m. at the 4-H office. For more info, call 908-654-9854.

JERSEY CITY—A community forum, "No monopoly on suffering – Blacks and Jews in Crown Heights (and elsewhere)" -a topic from new book, will be held by Pastor, Herbert Daughtry, Sr. At the Miller Branch Library at 7 p.m. Books will be sold. For more info, call 201-547-6907.

FRIDAY, FEBRUARY 20

SECAUCUS—The Greater NJ Golf Show, a 3-day public exposition featuring a wide array of exhibits, stage presentations, and ball-striking activities will be held through the 22nd at the Meadowlands Exposition Center. Friday from 4 to 9 p.m. For additional info, call 330-963-6963.

SATURDAY, FEBRUARY 21

UNION—A workshop, "How to Hang and Promote an Art Show" will be held from 9:30 a.m. to noon will be held in the Vaughn-Eames Building, Kean University. For more info, call 908-558-2550.

JERSEY CITY—"Improving Reading Skills for Young Children (Grades 2-4)" will meet 9:30 to 11:30 a.m. through March 7. Other classes such as computers, math, robotics, swimming, Spanish enrichment, painting, and immigration studies will be held through Jersey City State College's Saturday semester program. For more info, call 201-200-3426.

UNION—A half-day training session will help you be a more effective board member, attorney or municipal official from 8:15 a.m. to 12:30 p.m. For more info, call 908-412-9592.

MONDAY, FEBRUARY 23

JERSEY CITY—A group discussion on "Women Raising Your Self-Esteem" will be held from 4:30 p.m. to 6:30 p.m. at the Jersey City State College Women's Center. For more info, call 201-200-3189.

MT LAUREL—The NJ Association of 4-H Agents will hold their annual luncheon at the Travelodge Hotel. For more info, call 732-431-7263.

MAHWAH—"Why we are digital," is 21st Century lecture series topic at Ramapo College at 4:30 p.m. in the student center Alumni Lounge. For more info, call 201-529-7050.

WEDNESDAY, FEBRUARY 25

HOLMDEL—Join us from 9 a.m. to 1 p.m. at the Robert B. Meyner Reception Center (PNC Bank Arts Center), for a hands-on, practical, and revitalizing session on Stress Management plus a deluxe luncheon. For more info, call 732-246-7677.

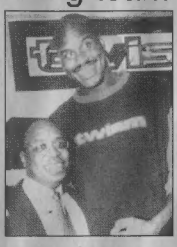
SATURDAY, FEBRUARY 28

NEW BRUNSWICK—American Repertory Ballet is offering two new classes: Dance Visions, which is open to children ages 7 - 11 to study rhythmic movement to music and movement in relation to other people. For more info, call 732-249-1254.

Building quality in housing through partnership

NEWARK—Harold Lucas, at center, Newark Housing Authority (NHA) Executive Director, prepares to cut the ribbon celebrating the completion of 94 new NHA townhouse units in the Elizabeth Valley area of Newark. The new three, four and five-bedroom townhouses were named in memory of the Dr. Jose Rosario, founder of FOCUS, the Newark-based social services agency created in 1967 to provide education, job training and other services to the city's Latino community. Joining Mr. Lucas in honoring the first Latino to have an NHA development named after him, from left to right, are Frank Morales, Chairman of FOCUS, NHA Commissioner Rolando Velazquez, Councilman Luis Quintana, Doris McCray Crank, Chairperson of the NHA Board of Commissioners, and NHA Commissioner Ida Clark. Newark Mayor Sharpe James was the featured speaker at the event.

Making a winning team



COMPTON, CA—Basketball superstar and Newark native Shaquille O'Neal, welcomes Fred Canady, Director of Pepsi-Cola's minority Business Enterprises, to the newly opened TWISM plant, in Compton. Joining forces to manufacture young men's sportswear, the venture is a partnership between and "Shaq" and Cyrk, Inc, a 22-year garment maker. The soft-drink company purchased $2 million worth in jackets from TWISM for Pepsi's "stuff" campaign last year and it is currently involved in further negotiations. Canady announced recently that Pepsi had purchased more than $1 billion from minority and women-owned businesses since its minority vendors program began in 1981.

New rent board member

ORANGE—Orange Police and Fire Chaplain Canon Gervais Clarke, at left, and Councilman Allen Barnhardt congratulate Orange resident, Adrienne Harrison-Surgeon after she was sworn-in by Municipal Clerk Dwight Mitchell to serve on the Orange Rent Leveling Board. Mrs. Surgeon is a lifelong member of the Church of the Epiphany in Orange where Clarke is the pastor.

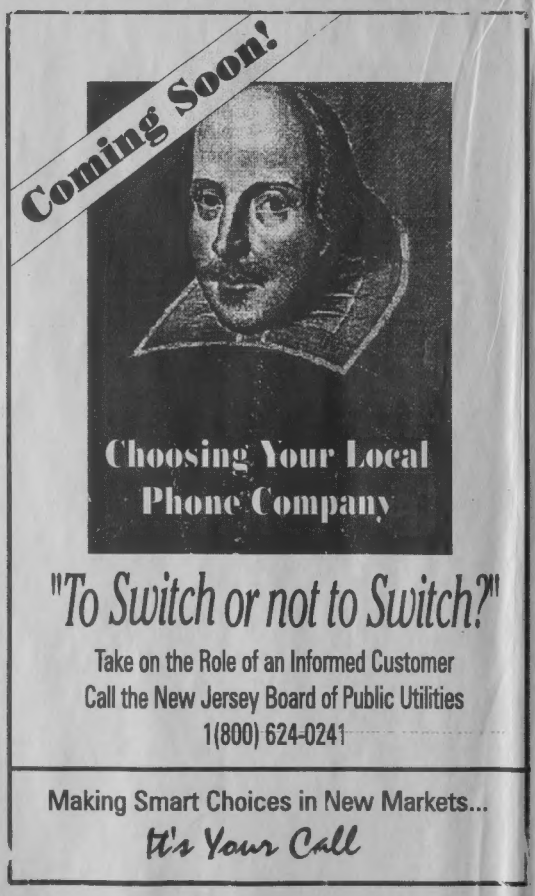
Library announces 'Create-A-Book Challenge' winners

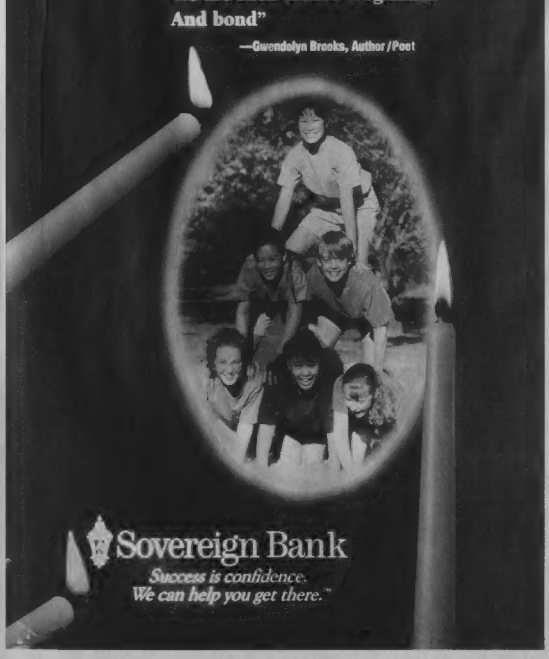
NEWARK—As part of its "Children's Book Week celebration late last year, The Newark Public Library invited children to create a book and enter it in the Library's annual contest. Participants could write about a true or imagined experience. The only requirement was that the book must be the child's creation. The Books were judged by Carol Jenkins, seated in photo at center, graphic artist and coordinator of the Entrepreneurial Club for East Orange.
The first place winner in the grades 4 through 8 category was Alex Paz, seated left, a patron of the Van Buren branch of the library, and Ana Epinal was the winner in the preK through 3 category. Ms. Epinal is a member of the North End library branch.
Standing behind the winners and the judge are the children's librarian of both branches; from left, Susan Blake, Van Buren branch, and Heather Rivera, North End Branch.

Van Houten Scholarship award winner

MADISON—Darryl Black, third from right, a graduate student in the Addiction Counseling program in Fairleigh Dickinson University (FDU), is presented with a scholarship award from the Van Houten Foundation by Francis J. Mertz, President of FDU, Gail Cass, First Union National Bank, and Dr. Judith Waters, professor of psychology, who heads the M.A. in Addiction Counseling program at FDU.

Subscribe to the
#1 African American Newspaper
in the State CITY NEWS
call 908-754-3400





NATIONAL BRIEFS

Congressman Thompson calls for FBI probe into Jackson Advocate bombing

JACKSON, Miss.—Mississippi congressman Bennie G. Thompson has made a formal, written request to the Federal Bureau of Investigation (FBI), the Bureau of Alcohol, Tobacco and Firearms and Brad Pigott, the United States Attorney of Mississippi, for them to conduct a hate crime investigation into the bombing of the Jackson Advocate. The African-American owned newspaper was firebombed Jan. 26.

"The Jackson Advocate has been the backbone of the community for nearly 60 years," said Thompson. "Some individual has made the mistake of thinking he can hide a cowardly act under the cover of darkness. As of right now, there is nowhere in this country that this person can hide without having to fear the full weight and authority of the federal government."

A preliminary investigation shows that the fire started around 3.a.m., Jan. 26. There is evidence that the front door was kicked in and flammable liquid poured over the office and set alight, according to reports. Jackson Advocate publisher Charles Tisdale said his office sustained around $100,000 worth of damages in the attack.

West Virginia nightclub agrees not to exclude blacks in Justice Department deal

KEARNEYSVILLE, W.Va—A West Virginia nightclub that allegedly refused to admit African Americans, has agreed to implement a new non-discrimination policy, under an agreement with the U.S. Department of Justice. In March 1997, the Justice Department filed a suit against Images Nightclub in Kearneysville, in the state's eastern panhandle, alleging that its owners and operators refused entry to Black customers, violating the Civil Rights Act of 1964.

According to the suit, the club told African Americans who wanted to enter that it was private and open only to members, even though Whites without memberships were routinely admitted. "No one should be denied access to a restaurant or a nightclub simply because of the color of their skin," said Acting Assistant Attorney General for Civil Rights, Bill Lann Lee. The settlement will remain in effect for five years and requires owners to post signs in the club announcing that it does not discriminate on the basis of race. It will also have to advertise its non-discrimination policy in local newspapers.

INTERNATIONAL BRIEFS

United Nations Extends Central African Peace Keeping Force

NEW YORK—The United Nations Security Council has extended till March 16 the mandate of Misab, an inter-African military force that has been keeping the peace in Bangui, capital of the Central African Republic, following three army mutinies in 1997.

In a resolution adopted recently, the 15-member council said it would establish an U.N. mission in the country at the expiration of Misab's renewed mandate.

The Council also asked Secretary-General Kofi Annan to report on the situation in Bangui by Feb. 23. He is to make recommendations regarding the proposed peace-keeping operation there, including its structure, specific goals and financial implications.

WFP Re-Routes Food Aid For Great Lakes Region

DAKAR, Senegal (PANA)—Faced with continuing destruction caused by the El Nino weather phenomenon, the World Food Programme (WFP) said that it is struggling to find alternative rail and road routes to deliver vital food aid to the Great Lakes region.

Key transportation networks have been severed by the devastating floods, disrupting the normal food deliveries. Flooding has also destroyed the secondary road networks throughout the region. Tractors, donkey carts and even foot power have to be used to move the food to its final destination.

Before the floods, WFP was delivering 20,000 tons of food from Tanzania and 13,000 tons from Kenya each month to the Great Lakes region, using the Dar es Salaam and Mombassa rail routes. This is enough to feed more than two and half million people per month. However, since mid-December torrential rains have continued to batter the direct transport routes in Tanzania, Kenya and Uganda. Now, only half the needed amount of food aid has reached the Great Lakes region, forcing WFP to target only the most vulnerable in countries like Rwanda.

Satcher is confirmed as surgeon general

WASHINGTON—After weathering conservative opposition and a week-long filibuster in the Senate, Dr. David Satcher was confirmed as Surgeon General by a vote of 63 to 35.

As the "nation's doctor," the surgeon general is the chief advocate for preventive health care and for public health campaigns to combat health problems. The high-profile post has been vacant since Dr. Joycelyn Elders was forced to resign from the post after remarks she made regarding teenage sexuality and the legalization of certain drugs. In the three years the post has been empty, another African-American doctor, Henry Foster, was nominated for the post but not confirmed.

The Satcher nomination was endorsed by virtually every medical group in the country, including the American Medical Association and the Academy of Pediatrics.

In a statement, Satcher said: "This is an American dream come true, to go from a humble farm in Anniston, Alabama, to the office of surgeon general, to have the chance to serve the country I love, and to earn the confidence of so many leaders I honor and respect."

Upon his confirmation, President Clinton said, "No one is better qualified than Dr. Satcher to be America's doctor. He is a mainstream physician who is an eloquent advocate for the health of all Americans. As Director of the Center for Disease Control, David Satcher has helped lead our fights to improve the safety of our food, wipe out the scourge of infectious disease, expand access to vital cancer screening, and increase child immunization rates to an all time high.

News in the public interest

By Carolyn Bennett

Thousands of stories begged for attention this past week but Washington chose to report not in the public's interest.

Britain's prime minister rattled the swords of war and the media ignored it. In a joint news conference with President Clinton, Tony Blair said Britain was sending military forces to Kuwait in readiness for war with Iraq. But the Friday morning papers led with stories about the president and an intern and alleged private conduct and the press questions about it, and a shooting match among attorneys and speculation about who lied and who leaked. None of it was news in the public's interest.

News is what affects a local, national or international audience. Or all three. An issue or what happened is newsworthy because it directly or indirectly affects people's lives. Health, education, welfare and war are womsworthy. Corruption in government or business that takes money out of the pockets of American citizens is news. Acts that rob people of their democracy, their right to be represented by government, these things are news.

The amount of money politicians and public servants raise, how they raise it, and how much, and from what sources are acts and issues vital to the public good. Laws, policy and programs sold to people who can pay and out of reach of people who can't—is a story in the public's interest that needs to be told until the practice stops.

When hundreds are killed while traveling on a domestic flight from France to the US or when U.S. military planes crash on training missions or collide in the air, it matters. It matters when military flight crews kill 20 people in a ski village. Stories that did not make page one, above the fold the morning after, matter.

Asia was still in financial crisis and people needed to know what this meant or could mean to their pocketbooks and jobs, commerce and trade. And about Africa, it was time for another story comparing North, South, East and West African conditions in the aftermath of apartheid and imperial occupation; with U. S. black and white, government and private sector relations, past and present.

But the week the British came to Washington much in the public's interest neither hit nor headed the news. This happened because media judgment said the public's most important "right to know" was the right to know allegations about personal relations. Not about the public's economic status and its place in global markets. Or its right to know the truth about conditions of and influences on its health, education and welfare, its social, financial and family affairs compared with similar concerns of the British people.

Right to know reporting in the public's interest requires hard work. The work of the journalist—the thinker, the news gatherer, the researcher, the questioner, the analyst, the explainer, the interp[illegible] hard work. Talking and listening to a variety of people, not the same people over and over again, to gather and verify facts is hard work. Thinking and making sound judgments about newsworthiness is hard work.

Black College Reunion confirmed in Daytona Beach

DAYTONA BEACH, FL.—A weekend of both educational and fun-filled activities have been approved for April 16-19 for Black College Reunion (BCR) weekend in Daytona Beach.

The producer for this year's event is Strategic Planning Group (SPG) of Washington, D.C. The Daytona Beach City Commission gave its final approval to a host of activities at its meeting on Wednesday, January 21. Although several promoters had proposed alternate dates for the event, both City officials and SPG targeted the time period in which activities can be staged and hotel rooms are plentiful.

"The City conducted a search for a top-flight producer for BCR and we have been very pleased by the efforts of SPG, said Daytona Beach Mayor Baron "Bud" Asher. "I urge everyone not to be fooled by promoters who either did not participate in our search, or did not win, and who now seek to create confusion over the dates and events of this year's BCR. The BCR is on April 16-19 and it promises to be the best yet."

Sporting events, concerts, fashion and hair shows, a career fair and industry networking opportunities are all in the final stages of development, according to James Day (Morehouse '79), one of SPG's Managing Directors.

"Strategic Planning Group's vision for the BCR extends beyond providing entertainment events for the students and alumni of Historically Black Colleges and Universities (HBCUs)," said Day. "We envision the BCR as a convention of sorts, offering a chance for students to consider career, meet with potential employers, and network with alumni and fellow students; all in a festive and enjoyable atmosphere."

The 1998 BCR will feature over 15 events at venues spread through Daytona Beach, including:

•Career Fair, featuring employment recruiting, resume writing and career counseling, and industry-specific seminars on sports and music;

•Performances each day at the Oceanfront bandshell, including music, step shows and a gospel concert will featuge:

•Caribbean Festival at City Island Park;

•Three day music festival at Daisy Stocking Park, featuring funk, "old school," and more.

A continually updated list of the events will be posted at the official BCR web site, which can be seen by pointing an Internet browser to http://www.blackcollegereunion.com For information on available accommodations, contact the Daytona Beach Area Convention and Visitors Bureau at 800-854-1234 or visit its website at http://www.daytonabeachtourism.com.

For more information, contact Strategic Planning Group at 202-266-7700.

Virgin Islands celebrates 150 years of freedom

ST. THOMAS, USVI—The United States Virgin Islands will commemorate its 150th anniversary of the emancipation of slaves in 1998, culminating in a week-long celebration June 29-July 5. This historic celebration recognizes the U.S. Virgin Islands as the first place to abolish slavery on what is now U.S. soil. Danish Governor-General Peter Von Scholten issued a proclamation to free slaves on the USVI, while it was part of the Danish West Indies in 1848—nearly 15 years before Abraham Lincoln issued the Emancipation Proclamation.

"This 150th Anniversary celebration of freedom in the U.S. Virgin Islands transcends all African-American cultures," USVI Governor Roy L. Schneider said. "The profound impact of slavery on all people of African decent goes beyond our different cultural backgrounds to reinforce the ancestral history we all share."

"We invite people of all ethnic backgrounds to come and celebrate this historic event with us," USVI Tourism Commissioner Wylie Whisonant said. "No matter what our ethnicity, the badge of slavery in American history will forever serve as a reminder of the pervasive struggle we fact to resolve issues of racism in our society.

However, we should take advantage of occasions such as these to celebrate the accomplishments we have achieved."

OIC of America to hold conference on workplace concerns

WASHINGTON—Delegates of Opportunities Industrialization Centers of America (OICA) will converge on Capitol Hill for a legislative conference on March 4 to discuss the organization's mission to restore productivity within inner-city communities nationwide.

Established in 1964, Opportunities Industrialization Centers of America, Inc. (OICA) established the model for community-based job training services. Millions of disadvantaged, racially diverse Americans, living in depressed communities have benefited its far-reaching efforts. With a strong belief in customized training, OICA has developed programs in the fields of health care, finance, automotive and hospitality, providing a model for the needs of both employer and employee.

Inspired by the workshops that OICA pioneered in the 1970s, the conference will involve Secretary of Labor, members of the Senate's Labor and Human Resources Committee Congress to translate a new energy and commitment among leaders in our nations to coincide job training with welfare reform. Over 600 delegates will be seeking support for the "OIC Job Preparation Training Act of 1998, which outlines the strategy OICA hopes to implement.

OICA's 1998 strategy highlights The Feeder Program, a comprehensive pre-vocational training curriculum created to prepare an individual for employment. The Feeder Program works in part by boosting self-esteem, as it is understood that a person's lack of drive is often related to lack of self-esteem, hopelessness, and the negative effects of communities in which they live.

"OIC, with over two million trainees in the US alone, is a program which has proven that it restores hope. In 1998, we will focus on doing just that", says Reverend Leon H. Sullivan, OICA Chairman and Founder.

OICA welcomes the attendance and participation of anyone who shares the organization's interest in welfare reform and job training issues. For more information, or a copy of the "OICA Job Preparation Training Act of 1998", call 202-434-8199.

Get your tickets to the 100 Most Influential call (908) 754-3400

National Black Child Development Institute receives $140,000 grant

WASHINGTON—The charitable arm of United Parcel Service, The UPS Foundation, recently awarded the National Black Child Development Institute (NBCDI) a $140,000 grant for general operations in 1998.

Founded in 1970, NBCDI is a nonprofit organization serving African American children and their families in the areas of child welfare, health, parenting, secondary education and early care and education. NBCDI carries out its mission by: promoting effective public policies, training professionals who work with and for children and operating a national network of affiliate chapters.

"The UPS Foundation's support is critical to our efforts to strengthen opportunities for African American children, especially in this era of welfare reform," says NBCDI President Evelyn K. Moore. The grant will assist NBCDI's initiatives to develop welfare-to-work and child care strategies. In addition, NBCDI will use the new resources to help support its affiliate projects, such as: Entering the College Zone, a college preparatory program for middle school students and their parents; a public education campaign on child welfare and early care and education, and a leadership development project for NBCDI affiliate members.

Don't miss the February issue of the MinorityBusiness Journal
Starting your Business
Call (908) 754-3400 for your copy

Borrow up to $1,000,000 and get The Best rate!
Jumbo mortgages
for purchase or refinance
Guaranteed rate • No lock-in fees • No points

NEW OFFERING!
30 Year Fixed Rate Loan: Rate 7.250% APR 7.250% Monthly P&I Per $1,000 $6.83
10/1 ARM 30 Year Term: Rate 7.000% APR 7.240% Monthly P&I Per $1,000 $6.65 Converts to 1 year ARM in 10 years, after which rate may decrease or increase annually.
5/1 ARM 30 Year Term: Rate 6.750% APR 7.330% Monthly P&I Per $1,000 $6.49 Converts to 1 Year ARM in 5 years, after which rate may increase or decrease annually.
3/1 ARM 30 Year Term: Rate 6.375% APR 7.380% Monthly P&I Per $1,000 $6.24 Converts to 1 Year ARM in 3 years, after which rate may increase or decrease annually.

Rates and APR (Annual Percentage Rate) as of 2/12/98 are for one- to four-family owner-occupied homes and are subject to change without notice. A 20% down payment is required on loans to $500,000; for loans over $500,000, a 25% down payment is required; maximum loan amount, $1,000,000. Down payments of less than 20% will be accepted with private mortgage insurance on loans to a maximum of $227,150. P&I represents principal and interest payments on the loan.

Other mortgage plans for purchase or refinance are also available.
For an application, visit the Investors' branch nearest you or call:
1-800-252-8119

Borrow from the best!
INVESTORS SAVINGS BANK
CORPORATE OFFICE: 249 Millburn Avenue, Millburn

CHATHAM: 160 Main Street*
CLARK: 58 Westfield Avenue* Bradlees Shopping Center*
COLTS NECK: Highway 34, P.O. Box 127
DEAL: 65 Norwood Avenue, P.O. Box 227
EAST ORANGE: 27 Prospect Street
EDISON: 1055-65 Oak Tree Road*
FREEHOLD: Highway 9 and Adelphia Road*
HILLSIDE: 1125 Liberty Avenue*
IRVINGTON: 34 Union Avenue 1331 Springfield Avenue 1060 Stuyvesant Avenue
LIVINGSTON: 493 South Livingston Avenue* 271 East Northfield Road*
LONG BRANCH: 160 Broadway
MADISON: 16 Waverly Place*
MILLBURN: 243 Millburn Avenue*
NAVESINK: Highway 36 and Valley Drive*
PLAINFIELD: 130 Watchung Avenue*
SCOTCH PLAINS: 427 Park Avenue*
SPRINGFIELD: 173 Mountain Avenue Mountain and Morris Avenues*
SPRING LAKE HEIGHTS: Highway 71 and Warren Avenue
TOMS RIVER: 874 Fischer Blvd., Bay Plaza* (Shop Rite Center)
UNION: 977-979 Stuyvesant Avenue Roller Shopping Center, Route 22*
*Investors' 24-Hour ATM Location
Deposits FDIC insured to $100,000
EQUAL HOUSING LENDER

EDITORIAL

Will the commerce Commission create more business?

At first glance, it is easy to get concerned when The Department of Commerce is "zapped" and loses cabinet status in state government. Commerce, after all, is the life of our state. Reducing the Commerce department to a commission seems to reduce its importance. However, we applaud Governor Whitman's creation of an economic growth commission that will be more agile and flexible and which builds on a public/private partnership.

We want to see how these changes will serve to maintain the "economic growth engine" of the state and energize urban economic development as well as the growth of minority businesses.

There are many unanswered questions, however, regarding the role the commission will play to improve minority business participation, especially African American and Hispanic business participation with the state.

While building on the success of Prosperity New Jersey to eliminate red tape and other impediments to business, we hope that the Commission will continue to eliminate red tape and other impediments to business growth which the governor so successfully achieved in her first term.

Counting on black leaders to be accountable

By William Reed

How long has your Congress person been in office? What have they done during that period to put money and enterprise in your community? Is your person in Congress enjoying the perks and privilege of office while your district deteriorates? Many African-Americans have been in Congress for multiple terms and the only thing they have to show for it are lucrative personal pension plans. Isn't it time black voters demanded more action and accountability from their representatives to national office? Look at your representative's record and see how it ranks with that of Congressman Floyd Flake's.

Proving himself to be more a public servant than professional politician, Rev. Floyd H. Flake recently resigned from Congress in his sixth term. A doer in his New York City church—Allen African Methodist — and for over a decade in Congress, Flake preached and practiced the gospel that: deliverance was in entrepreneurism and economic development, not marches and protest; that progress was in education and community empowerment, not government programs.

Fifty-two-year-old Flake left Congress disenchanted with politics and the antics of black leadership there. He believes he can be more effective in black progress as a private citizen—free of partisan and racial orthodoxy—than as a politician caught up in Washington politics. Flake's record is one with measurable public benefit. In 21 years as pastor of Queens-based Allen A.M.E., Flake built one of New York's biggest churches, established a successful school, transformed vacant garbage-strewn lots into neighborhoods, built facilities for the elderly, renovated boarded-up storefronts and made government partnerships to perform community social services.

Flake has shown what other blacks in public office can do with will and vision. He uses church money to leverage government dollars. His church has renovated surrounding neighborhoods, taking vacant lots that were the domain of drug dealers and vagrants and built 110 duplex homes. He got the city to give the church the land, the state to back low-interest loans for first-time buyers with incomes less than $35,000, then sold the duplexes for $157,000 a piece.

Flake points out that Democrats are too beholden to special interests groups, particularly unions. He says most black leaders are mired in the protest politics of the civil rights era, wasting precious energy advocating welfare, affirmative action and other government social programs. He contends that politics have done little to help blacks progress, as evidenced by the fact that "our communities still look like war zones." To the dismay of other black congress people, Flake says the problem is that established black leaders often don't accept the responsibility that they must bring something into the debate in order to get something from government. "We don't go in from a position of respect. You go in from a position where you are looked down upon, like beggars," he says.

When you see what can be done, isn't it time to take stock of your needs, your community and its needs, your congressmen and their deeds, and then take action.

William Reed is publisher of Who's Who in Black Corporate America.

The NBUF Genocide Campaign continues

By Dr. Conrad W. Worrill

African people throughout the United States have responded vigorously to the National Black United Front genocide petition drive. Phase III, which is the final phase of the campaign, will conclude March 8.

We have documented in our complaint, supporting the petition drive, the more than 38 areas of human rights violations on the part of the United States Government against African people in America that continue to cause a genocidal set of conditions.

Not only will our Human Rights and Genocide Project reenact the We Charge Genocide Campaign of 1951, led by Paul Robeson, William Patterson and Dr. Du Bois, it will also reenact, and update, the documented evidence of continued Human Rights violations against African people that was presented to the United Nations in 1946.

In 1978, the great African-American psychologist, Dr. Bobby Wright, wrote a paper titled: *Mentacide: The Ultimate Threat To The Black Race.* Dr. Wright defined Mentacide to be "the deliberate and systematic destruction of a person's or group's mind." We are suffering greatly from mentacide today a result of 400 years of genocide.

We now have three working concepts that will undergird our campaign and project. They are Mentacide, Genocide and Human Rights.

Today, we are suffering from the documented government involvement in the proliferation of drugs in the African Community and specifically crack cocaine. The three strikes and you are out law has increased the expansion of the prison industrial complex that warehouse African men in America and causes the deterioration of African families.

Economic discrimination and racism prevail throughout America and the downsizing by corporate America has struck a nerve in the economic condition of the African Community.

The dismantling of public education, the privatization of health care, the dismantling of welfare that leads to the proliferation of drugs, homelessness, and the dismantling of the African family in America are all part of the genocidal climate.

These issues, and many more, speak to why all African people should support the NBUF Human Right and Genocide Project. Our slogan is—sign a petition and send a dollar. We need your help!

For more information on the NBUF Genocide Campaign, call Dr. Conrad Worrill, National Chairman of the National Black United Front at 708-389-9929.

City News

The New Journal of Civilization
144 North Avenue,
Plainfield, NJ 07060
(908) 754-3400

Publisher
Henry C. Johnson, Ph.D.

Editor in chief
Ina M. Edgerton Johnson

Managing Editor
Jeremee L. Johnson

Assistant Editor
g.e. matox

Layout
C.J. Johnson

Advertising Director
Henry C. Johnson, Sr.

Production Assistant
Kai Nyoni

How to reach us
Editorial: (908) 754-3400
Advertising: (908) 754-3401
Circulation: (908) 754-3402

Fax: (908) 753-1036
E-mail: CityNews97@aol.com

Mailing address
P.O. Box 1774
Plainfield, NJ 07060

Headquarters
144 North Avenue,
Plainfield, NJ 07060

Copyright (c) 1997 City News Publishing

Naming names

By Dr. Manning Marable

Last month I visited New Orleans to give several lectures at Dillard University, a prominent historically black college. It was on Dillard's campus that I warned about a local educational controversy which may have national consequences.

The Orleans Parish School Board several months ago announced the renaming of one of its oldest elementary schools. What was previously George Washington Elementary had become the Dr. Charles Drew Elemenary School. The name change was initiated and enthusiastically supported by the school's students, teachers and parents. The school's African-American History Club had proposed Drew, a famous black surgeon, who had established research procedures for processing and storing blood plasma.

When it was announced that the first U.S. president had been unceremoniously dumped in favor of a black man, many white critics were outraged. One white political scientist, Tulane University professor emeritus William Gwyn, insisted that the decision was "foolish and uninformed," and "based on a poor understanding of our country's past."

Responding to Professor Gwyn was Malcolm Suber, leader of the African-American History Alliance of New Orleans. Suber correctly pointed out that Washington owned hundreds of slaves, buying and selling African-American men, women and children on auction blocks like cattle or horses.

Some people who support the racial name changes have pointed out that the New Orleans public school system is overwhelmingly black, and that our children should be presented with positive role models from our own history and culture. Certainly this is an important point. By cultivating greater awareness and appreciation among African-American young people about their heritage, they acquire valuable lessons about black achievement against the odds.

Yet there is a larger political issue which is just as important in this debate over names. The United States, from its origins to the present, has always lied to itself about what it is. We have claimed to be a "democracy" while denying voting rights to the majority of citizens. We claim "equal protection under the law" while millions of black, brown and poor people are unjustly treated in our courts and prisons. Our economic system generates profits for the privileged few, while allocating poverty and unemployment to many others.

Some might think about the controversy over "names" as being merely symbolic. It isn't. Who and what we recognize or honor in the public sphere inevitably influences our politics. The fight to "rename" schools and other public institutions is part of a larger struggle to redefine what America itself is about — past, present and future.

Dr. Manning Marable is an author and professor at Columbia University.

Attacking gays in song

By Andrea Lewis

Homosexuality among African-Americans is not a frequent subject of discussion. But the controversy over the gospel song "Not Natural" by Angie and Debbie Winans has led to one of the most public debates in recent memory about homophobia within the African-American community.

"Not Natural" is featured on "Bold," a new album by the two youngest members of the popular Winans gospel-music family. The song is critical of unwed mothers, murder and other problems the Winans' think are plaguing the black community. But it's the verse on homosexuality that has grabbed public attention.

The sisters — who had been scheduled to perform the song at the October Million Woman March in Philadelphia until the controversy halted the performance—say they're just delivering God's word. But some within the gay community have accused the Winans and their promoters of exploiting gay-rights issues as a way to boost record sales.

Meanwhile, the Winans sisters say they are not surprised by the reaction. "I knew we would get some flak because of how the world is going, Angie Winans told *The Final Call.* "They're mad at the wrong people. We didn't write the Bible."

This line of argument is extremely frustrating. I could counter the biblical case against homophobia. Instead, I'd like to offer some respect in return for some respect.

I acknowledge and appreciate the deep religious traditions within our communities, but I keep hoping for and expecting more empathy from my black brothers and sisters.

I expect black folks to understand the hateful experience of being judged inferior and unholy. And I expect black folks to sympathize with their gay brothers and sisters who face discrimination on the job and on the housing market.

It's hard to admit it, but maybe there's an up side to the controversy over "Not Natural." As Mandy Carter, field director for the National Black Lesbian and Gay Leadership Forum, said, "Perhaps if there's a silver lining in all of this, it's that now there's a recognition that there actually are black homosexuals."

Andrea Lewis is an associate editor with the San Francisco-based Pacific News Service and senior editor with the Third Force magazine in Oakland, Calif.

Affirmative action needed to combat long-standing race prejudices

By Linn Washington Jr.

During my freshman year at a Midwestern university, an anthropology professor in her first lecture declared that black people have the remnants of monkey-like tails.

The professor matter-of-factly told the class that she would have ordered me to drop my pants to display my anthropoid anatomy but she felt that such a "show-and-tail" might make some of the white female students uncomfortable.

This professor's expression of unrestrained racism impelled me to excel in her course.

I earned the top scores on both the mid-term and the final but the professor failed me in the course.

She accused me of cheating on the final despite acknowledging that she had absolutely no proof that I had. Her only evidence was her belief that blacks were intellectually incapable of scoring 100 percent on her test.

I appealed to the head of the anthropology department, a Kenyan. He said that although he sympathized with me, he couldn't do anything since it would seem that he was siding with me because we both were black. The failing grade stood.

A lawsuit filed recently seeking to dismantle affirmative-action programs at the University of Michigan reminded me of the bigotry I confronted in college 28 years ago.

The group, Center for Individual Rights, that initiated the Michigan lawsuit succeeded in getting a federal appeals court to eliminate affirmative action admissions last year at the University of Texas Law School.

Numerous witnesses in the trial preceding that 1996 appeals court ruling testified about a hostile racial environment at the University of Texas Law School. They cited professors who make racist slurs and proclaim their low expectations of minority students.

Ironically, a pivotal 1950 US. Supreme Court ruling, Sweat vs. Painter, outlawing the racist exclusion of qualified blacks at the University of Texas Law School laid the foundation for the seminal 1954 Brown vs. Board of Education decision ending legalized segregation in America.

Two things have always amazed me about the assaults on affirmative action in academia: That these assaults never attack traditional preferential admissions, such as for the children of alumni, and that these assaults ignore the history of racism.

In 1994, a federal appeals court voided a minority-scholarship program at the University of Maryland, a school that was segregated by law until 1954 and by policy until 1970. The appeals court stated that the historic segregation at the University of Maryland could not "justify a race-exclusive remedy." But why not? That university has a long way to go toward equality precisely because of its history.

Far from promoting color-blind admissions, the incessant assault on affirmative action in the academy serves to perpetuate the exclusionary practices made affirmative-action programs necessary in the first place.

I didn't fail that anthropology course because I was genetically inferior or because I fooled around instead of studying. I got an F because a professor couldn't hide her racism. Many of today's affirmative-action opponents cloak their racism behind the rhetoric of blacks being unable to compete academically. Now they are giving us Fs even before we enroll.

Linn Washington Jr. is a journalism professor at Temple University who writes frequently on race issues.

Political Analysis:

Field Assignment

An assault on the black community

By Walter Fields

Negotiations over the proposed settlement in the ongoing litigation against the tobacco industry were rocked by new revelations last week. Internal industry documents, recently made public during congressional hearings on the proposed $360 billion settlement, revealed the manner in which tobacco companies targeted black consumers. This admission comes on the heels of a similar acknowledgment regarding young smokers just two weeks ago.

For years anti-tobacco advocates had decried the manner in which the industry had aggressively pursued minors and minorities in marketing their products. Up until now, those suspicions could not be substantiated because the industry had knowingly withheld documents, suppressed information and silenced internal dissidents in a well-orchestrated campaign of denial. Many of those documents have been uncovered as a result of litigation against the tobacco industry brought by the Attorney Generals of about 40 states. The states are seeking reimbursement for Medicare dollars used for the treatment of tobacco related illnesses. Congress must still approve the proposed settlement.

Records released last week revealed that some companies, including industry leaders R.J. Reynolds and Brown & Williamson, went to great lengths to capture the black market. According to press accounts, a 1973 Brown & Williamson document makes plain the company's motives. Blacks only comprised 17 percent of the population at the time but B&W allocated 17 percent of the company's marketing budget for its Kool brand for that segment of the consumer market. Recommendations for increased advertising targeting blacks on buses and subways were contained within the document. It is clear that the company had every intent to saturate the black market.

In their zest for black smokers, *companies launched marketing campaigns* that carried racial overtones. The Kool brand, for example, considered a promotional giveaway of green and white basketballs, mirroring the brand's trademark box, in urban communities. A 1969 Reynolds document boasted that the best way to appeal to the "Negro consumer" was to exploit his penchant for "quality" products. The document used as an example black's supposed tendency to purchase the "best Scotch" so long as they had money. This suggests, of course, that blacks exercise little control or discretion in their purchasing decisions. The company promptly issued formal apology once the Reynolds document was made public.

This no holds barred pursuit of black consumer dollars was matched by an equally insidious public relations campaign. The industry has attempted to buy the silence of black leadership through its support of the arts, advertisements in the black press, contributions to not-for-profit organizations and black advocacy groups. In spite of significant incriminating public health data, black leadership has been reluctant to criticize the hand that feeds it.

The tactics of the tobacco industry are not without precedent. It is a common practice for companies to pitch their products to specific segments of the market, women, ethnic groups and college students among them. What is troubling about the tobacco industry's tactics in this regard is that it can have deadly consequences. The behavior of cigarette manufacturers is that much more appalling when one considers the incidences of tobacco related illness in the black; and Hispanic communities. Blame for the disproportionate share of illness and death attributable to tobacco in our community can be laid at the doorstep of these companies.

Those who argue that tobacco companies cannot be held responsible for the choices of individuals are missing the point. There is now overwhelming evidence that cigarettes are addictive and can cause a number of life-threatening illnesses. Most damaging to the integrity of the tobacco industry is the mountain of evidence that exposes their early knowledge of that fact. For year's the industry insisted that its product was harmless; while all the time concealing documents that proved otherwise. Lawsuits against these companies have uncovered the truth, not only did they know of these dangers, they ignored their own internal research to protect their profit margins. And thousands of blacks addicted to nicotine-enhanced and ammonia-laced cigarettes, suffered the consequences.

Conflict and distortion

By Carolyn L. Bennett

Conflict news is like movie sex for sex's sake. It distorts reality and diminishes a life.

The Associated Press printed such a story four days before the president awarded this year's Medals of Freedom.

The Presidential Medal of Freedom was first awarded in the 1940s. Expanded in the 1960s, Government documents say the president gives the award "for exceptionally meritorious contributions to national security interests of the United States, world peace, cultural or other exceptionally significant public or private endeavors."

But the high esteem and tradition vested in the award didn't stop the AP from debasing it and its meaning to the life and work of at least one recipient of it.

In "Civil Rights Pioneer to be Honored," the wire story forced a feeble old man to do battle with the legacy of Martin Luther King.

"An upstart named Martin Luther King won fame then martyrdom, with James Farmer's idea of using nonviolent protest to dismantle segregation," the article said. It also suggested that Farmer was so angry with King he "didn't join" the 1963 march on Washington where King made his "I have a dream" speech. And he (Farmer) "spent 40 years on a slow ride into the shadows of the civil rights movement," the article said.

But King couldn't have stolen from Farmer an idea that is at least as old as Jesus of Nazareth. But truth didn't stop an AP writer or editor bent on conflict more than sound news judgment.

The article said the civil rights pioneer started the movement one day in Chicago when he "decided to fight for his right to eat doughnuts."

The writer manages in a few key strokes to reduce a collective, nation-changing movement to doughnuts and boggers.

But there was something else in the article the writer didn't say: That what Farmer did for civil rights was overlooked not because of King's legacy. But because powerful media like the AP refused—and still refuses—to tell the story clearly and honestly.

The news the AP and other media omitted last week was The Medal of Freedom was awarded to James Farmer for helping America "to widen the circle of democracy by fighting for human rights, righting social wrongs [and] empowering others to achieve," as the president said in making the award to Farmer and 14 other Americans.

That the man who planned interracial freedom rides to the South in the early 1960s to test a court-ordered ban on segregation and who set his back against Chicago's racism in the 1940s received the Presidential Medal of Freedom.

That the Medal comes in the 30 years since the turning point in the civil rights movement and at the start of another turning in civil rights in America.

That civil rights work in some form was the contribution of 50 percent of the people awarded the Medal of Freedom last week.

The story powers itself. It needs no conflict.

Carolyn Bennett is a columnist in Washington, D.C. and lecturer at Howard University.

City News

Heartbeat of the City

☐ $39 City News ☐ $19 Minority Business Journal

☐ $10 Minority Business to Business Directory ☐ Send advertising information

Subscribe to City News/MBJ today and don't miss a beat!

✓ appropriate box to indicate subscription desired.

Name

Address

City State Zip

Home Phone Business Phone

● Make check payable and send to: City News, P.O. Box 1774, Plainfield, NJ 07061 ●

SBA offers lending program to African-American entrepreneurs

WASHINGTON—Vice President Al Gore and Administrator Aida Alvarez of the U.S. Small Business Administration (SBA) today announced a major lending assistance and marketing campaign directed toward African Americans interested in starting or expanding their own small businesses. The initiative is part of a coordinated SBA campaign to increase loan assistance to minority entrepreneurs in underserved communities throughout the United States.

SBA expects to more than double the annual level of loan guarantees now provided to African Americans in the next three years. In fiscal year 1997 — the 12 months ending Sept. 30, 1997—SBA provided 1,903 guarantees valued at $286 million to African American entrepreneurs from its 7(a) and 504 lending programs. The Agency expects annual loan guarantees to African Americans from these two programs to reach 3,900 in FY 2000 with an estimated value of $588 million. For the three years combined (FY1998-FY2000), SBA expects to provide roughly 9,300 loan guarantees to African Americans with an estimated value of $1.4 billion.

"A vibrant small business private sector is a cornerstone to a healthy and strong community," said Vice President Gore. "Small businesses provide employment opportunities, deliver needed goods and services, and give people a stake in their community."

SBA Administrator Aida Alvarez said: "SBA has made a major commitment to the African American community. The targets we are announcing will lead to a quadrupling of SBA loan assistance to the African American community during the eight years of the Clinton-Gore Administration.

Over the past five years, the SBA has backed 9,371 loans worth $1.24 billion to African Americans. From FY1992 to FY1997, the number of loan guarantees has increased 157 percent and the dollar value has increased 117 percent.

To help link minority entrepreneurs with SBA, the Agency has enlisted a number of prominent African American groups. They include the National Urban League; the National Black Chamber of Commerce; the National Council of Negro Women; Minority Business Enterprise Legal Defense & Education Fund; Organization for a New Equality, and the Phelps Stokes Fund.

The SBA would also work closely in the new initiative with the Agency's traditional partners, the network of 7,000 banks and other private lenders who offer SBA guaranteed loans.

Administrator Alvarez noted that African Americans are expanding their business ranks at nearly twice the rate of the overall business community. From 1987 to 1992, the number of firms owned by African Americans grew by 46 percent, from 424,000 to nearly 621,000, according to the Census Bureau. The average African American owned firm generated receipts of just under $52,000—considerably less than the $193,000 in sales recorded by the average firm in the national economy.

BUSINESS CALENDAR

WEDNESDAY, FEBRUARY 18

FAIRFIELD—A one-day seminar on "How to Develop and Deliver Powerful Employee Orientation Programs" at the Radisson Hotel and Suites. For more info, call 1-800-821-3919.

NEW YORK—You are invited to attend the Eighteenth Annual Business Awards Luncheon which will be held from 11:30 a.m. to 12:15 p.m. at the Grand Hyatt New York Grand Ballroom. For more info, call 212-573-2385.

NEWARK—The business breakfast series will focus on "Smart Solutions for a Deregulated Energy Market" from 8 a.m. to 10:00 a.m. at The Newark Club, 22nd Floor. For more info, call 973-242-6237.

EAST ORANGE—Speakers will discuss formatting a business plan, managing your business books, where to apply for loans, and how to build a lucrative business from 6 to 9 p.m. at the Black United Fund. For more info, call 973-676-5283, ext. 17.

THURSDAY, FEBRUARY 19

BRIDGEWATER—An exciting and informative breakfast forum, "Federal Reserve Board: Economic Forecast for 1998" will be held from 7:45 a.m. to 9:30 a.m. at Jack O'Connors Quality Beef & Seafood Restaurant. For more info, call 908-725-1552.

JERSEY CITY—"You and Your Finances: How to Build a Nest Egg with only a Few Dollars" will be discussed from noon to 1:30 p.m. at Jersey City State College, Michael Gilligan Student Union, Room 304. For more info, call 201-200-3189. Pre-registration is required.

FRIDAY, FEBRUARY 20

ISELIN—A Brownsfield seminar will be held at the Sheraton at Woodbridge Place beginning with registration at 8:30 a.m. and running thru noon. For more info, call 609-393-7707, ext. 213.

SATURDAY, FEBRUARY 21

UNION—A workshop: "How to Hang and Promote an Art Show" will be held from 9:30 a.m. to 12 noon in the Vaughn-Eames Building. For more info, call 908-558-2550.

SUNDAY, FEBRUARY 22

EAST ORANGE—"Black Capitol Formation and Economic Business/Youth Entrepreneurs" will be discussed from 3 p.m. to 6 p.m. at the Black United Fund. For more info, call 973-676-5283, ext. 17.

TUESDAY, FEBRUARY 24

VOORHEES—Business after business function will be held at Yardley Commons from 5 p.m. to 8 p.m. For more info, call 609-424-7776.

Survey explores priorities among African American working women

WASHINGTON—African American working women say that, despite the economic recovery, job security has gotten worse in the last five years, and that it is more difficult to find affordable child care and to save for retirement. Those are among the findings of a major new study conducted for the Working Women's Department of the AFL-CIO.

The *Ask A Working Woman* study supplemented a popular survey that was returned by 50,000 working women with a scientific telephone survey of 725 working women that was conducted by the public opinion research firm of Lake, Sosin, Snell, Perry and Associates. In addition, the research firm included oversamples of African American, Hispanic and Asian American working women.

Sick leave, equal pay, pension benefits and health insurance are among the top priorities cited by the African American women surveyed. Overall, African American women are more pessimistic than women overall about the conditions for working women today. By a margin of nine to one (89 percent) they believe that women should join together to work for change in the workplace. Overall 79 percent of women say they should work together for change, rather than individually.

The scientific survey also found that:

Almost two-thirds of African American working women (61 percent) are the heads of their households, compared with less than half of all working women. More than half of African American women (54 percent) have children living at home, compared with 43 percent of all women surveyed.

African American women are more likely than women overall to say that having a job that provides child care is very important to them (58 percent compared with 33 percent). African American women are also three times more likely to have jobs that provide childcare (24 percent, compared with eight percent of all women).

African American women are more likely than women overall to say that in the last five years things have gotten worse in the area of promotions for women. More than one in three African American women say that things have gotten worse (38 percent) with regard to promotions, compared with 21 percent of women overall. Only a quarter of African American women say things have gotten better (24 percent).

To address the other issues women raised, the AFL-CIO launched a new Working Women Working Together Network. Already 50,000 members strong, the Network will work to organize at the local, state and federal levels, press for passage of legislation of concern to women, and promote women's involvement in elections at every level of government. Women can join the Working Women: Working Together Network by calling toll free, 1-888-971-9797.

"Our goal is to start a national conversation on issues that are important to working women of all races," AFL-CIO Working Women's Department Director Karen Nussbaum said.

The value of black buying power

By James Clingman

Black buying power in the United States shows that it continues on an upward spiral. Now at $469 billion, black buying power and the potential economic strength therein, is at an all-time high. So, will someone tell me why we are still crying broke? Why are we begging others to do for us, when we could be doing for ourselves? Why do we continue to languish in economic never-never land, thinking our problems will be solved if only we are accepted, if only we achieve a "color-blind" society or elect more black politicians?

We must act. Each of us must do what we can to achieve economic empowerment in our families, our communities, and in this country. Sitting around intellectualizing the issue will not do it. Concentrating on social issues will not do it. Focusing solely upon political solutions will not do it. An economic war must be fought with a big economic weapon —our $469 billion.

Doesn't it make sense for black people to pool their resources and work to help one another just as every other group does? Isn't it smart for us to help ourselves first before we concern ourselves with everyone else's problems? To stop being so "inclusive-minded" with everyone other than our own brothers and sisters? Black people, with our tremendous economic resources, suffer from a collective psychological malady that makes us maintain the economic status quo in the United States.

If we rise up, resolving to cooperate with one another and do for ourselves, our economic manifesto will be clear. Our struggle will be easier, and the powers we face will concede to our demands. However, if African Americans choose individuality over collectivism, yes a few of us will "make it," but we will go down in history as a paradoxical people; a people who, with all of our wealth and knowledge, acquiesced and continued in economic oppression. And the blame will rest squarely upon our shoulders. The onus is on us.

City National expands in New York

NEW YORK—Carver Bancorp, Inc., the holding company for Carver Federal Savings Bank, announced recently that its bank subsidiary has entered into a definitive agreement to sell its Roosevelt Office (branch) to City National Bank of New Jersey (City National Bank). The branch is located in Nassau County, New York, and has deposits of approximately $100 million.

Thomas L. Clark, Jr., President and Chief Executive Officer of Carver commented, "In reviewing our branching strategy, we deemed the sale of the Roosevelt Office to be mutually beneficial to Carver, City National Bank, and the Roosevelt community. We are pleased that the banking customers located in Roosevelt who will be afforded additional attention and the commercial banking products of City National Bank." Mr. Clark added, "We reviewed several options and we feel City National Bank will provide the quality of service that we want our customers to receive."

Louis E. Prezeau, President and Chief Executive Officer of City National Bank commented, "City National Bank is eager to serve the ethnically diverse community of Roosevelt. This transaction with Carver solidifies our mutual long-standing relationship and will augment our joint participation in various loans to churches and business in New York." Mr. Prezeau added, "This transaction offers City National Bank the opportunity to enter the New York market and to offer the kind of specialized service that we provide to the urban communities of New Jersey."

Pending regulatory approvals, the transaction is expected to close by March 31. At the consummation of the transaction, Carver National Bank will have four banking locations and operate both in New Jersey and New York.

Highly rated!

6 Month Certificate
5.55% Annual Percentage Yield

Minimum only $1,000.
Variety of other rates and terms available.

12 Month Certificate
5.75% Annual Percentage Yield

15 Month Certificate
5.70% Annual Percentage Yield

18 Month Certificate
5.65% Annual Percentage Yield

24 Month Certificate
5.65% Annual Percentage Yield

Rates effective February 17th.
Subject to change without notice. Interest is compounded continuously and payable monthly. Penalty for early withdrawal from certificates.

Passbook savings available!

Invest with the best!

INVESTORS SAVINGS BANK

CORPORATE OFFICE: 249 Millburn Avenue, Millburn • 1-800-252-8119

CHATHAM: 169 Main Street*
CLARK: 56 Westfield Avenue* Bradlees Shopping Center*
COLTS NECK: Highway 34, P.O. Box 127
DEAL: 68 Norwood Avenue, P.O. Box 227
EAST ORANGE: 27 Prospect Street
EDISON: 1655-65 Oak Tree Road*
FREEHOLD: Highway 9 and Adelphia Road*
HILLSIDE: 1128 Liberty Avenue*
IRVINGTON: 34 Union Avenue, 1331 Springfield Avenue, 1065 Stuyvesant Avenue
LIVINGSTON: 493 South Livingston Avenue*, 371 East Northfield Road*
LONG BRANCH: 169 Broadway
MADISON: 15 Waverly Place*
MILLBURN: 243 Millburn Avenue*
NAVESINK: Highway 36 and Valley Drive*
PLAINFIELD: 130 Watchung Avenue*
SCOTCH PLAINS: 437 Park Avenue*
SPRINGFIELD: 173 Mountain Avenue, Mountain and Morris Avenues*
SPRING LAKE HEIGHTS: Highway 71 and Warren Avenue
TOMS RIVER: 874 Fischer Blvd., Bay Plaza* (Shop Rite Center)
UNION: 977-979 Stuyvesant Avenue, Rickel Shopping Center, Route 22*

*Investors' 24-Hour ATM Location

Deposits FDIC insured to $100,000

PROFESSIONAL DIRECTORY

HAWKS MEDIA GROUP, INC.
Now Available
Wedding Videos
DESKTOP PUBLISHING • ADVERTISING • COMMERCIALS
PHOTOGRAPHY · VIDEO PRODUCTION
Ask about special introductory prices.
PO BOX 272, CRANFORD, NJ 07016 908-709-8947

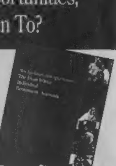
Watkins
Quality products Since 1868
* Spices * Extracts *Health *Laundry
EXCEPTIONAL INCOME OPPORTUNITY
OWN YOUR OWN HOME-BASED BUSINESS
LESS THAN $35. TO START
Call Independent Marketing Representative
for Free Information 201-674-0312

Serving Your Community
Insurance and Financial Services

Kevin Browne
1806 Rt. 35, Oakhurst NJ 07755
Tel 732-663-0722, ext. 436
Fax 732-663-0130
A Division of The Prudential Company
Prudential
©1997 The Prudential Insurance Company of America • 751 Broad Street • Newark, NJ 07102-3777
MRA-97-13542 Ed 4/97

A & S AUTO DETAILING
•Waxing •Buffing •Simonizing •Shampooing •Steam – cleaning •Engines
Pager: 908-569-8787 Al Love Office: 908-754-5454

To Make The Most Of Today's Tremendous IRA Opportunities, Who Do You Turn To?



Dean Witter. Your resource for understanding the new IRAs.

The Taxpayer Relief Act of 1997 significantly enhanced existing IRAs and created two new IRAs, the "tax-free" Roth IRA and the Education IRA. Now IRAs can be used to save for higher education and even a first home as well as retirement.

Today's IRAs pose critical choices for you: which type of IRA is right for me? Am I eligible for the new Roth IRA? What do I do with my existing IRA? How can I use the Education IRA to meet college costs? Let a Dean Witter Account Executive help provide the answers you need about the new IRAs and how to take advantage of them. Call the number below to receive your free copy of "New legislation, New opportunities ... The Dean Witter Individual Retirement Accounts."

Vernon L. Trotter
Account Executive Investments
Retirement Planning Specialist
(800) 659-6665

DEAN WITTER

© 1997 Dean Witter Reynolds Inc. Member SIPC

Dean Witter
695 Route 46 West
Fairfield, NJ 07004
☐ Please send me a free copy of "New Legislation, New Opportunities... The Dean Witter Individual Retirement Account."
Name ______
Address ______
City ______ State ______ Zip ______
( ) ______ Business Phone ( ) ______ Home Phone

Rebuilding the urban marketplace means patronizing businesses that support your community

Next time think before you spend your hard-earned dollars

Find businesses that value your dollars in

CITY NEWS
Serving the African-American Community for 15 years
Redefining who we are

Call (908) 754-3400 to subscribe or advertise

Local Briefs

Second Annual Banking Fair to be held in Newark

NEWARK—The City of Newark's Second Annual Banking Information Fair will be held on February 19, between 10:30 a.m. and 1 p.m. in the Basement Rotunda of City Hall, 920 Broad Street.

Sponsored by the Division of Economic Development, "the Banking Information Fair will provide municipal residents and employees with a one-stop shop of information about handling their personal finances," said Mayor Sharpe James. For more information call the Division of Economic Development at (973)733-6284.

Banner year for Plainfield library

PLAINFIELD—Year-end records at the Plainfield Public Library being prepared for a report to the State Library reveal that 1997 was a banner year. Overall circulation of books, videos and other materials for 1997 is up nearly six percent over 1996, to 94,853 items. This is a 17 percent increase since Library Director Joseph Hugh Da Rold took the helm in late 1994.

"Plainfield's growth in circulation goes against the general tide of urban libraries' experience, but shows what can be done with the innovative programs of a dedicated staff," says Da Rold. "The library stands as a beacon for reading skills and literacy in the community and it is difficult to see how the challenges of equipping our residents for the literacy skills needed in the 21st century can be met effectively with the pressures that libraries face on their budgets."

Local property owner donates $10,000 To IPD

'IRVINGTON—The owner/manager of a renovated housing complex noted for its modernized, comprehensive security system today donated $10,000 for the acquisition of bullet-proof vests to help ensure the safety of Irvington police officers.

Having completed the extensive renovation project at Maple Gardens, one of the largest multi-family dwellings in the state, "we're in a maintenance phase...right now, it's all about security," according to Philip Goldfarb. "There's no better way for us to show our appreciation to the police" for their efforts than to "outfit them with life saving gear," Goldfarb added.

The IPD will purchase 25 bullet-proof vests at a cost of $425 each. Distribution among officers will be based on the outcome of two separate raffles, sponsored by the Irvington Patrolmen's Benevolent Association and the Superior Officers' Association.

"On behalf of the almost 65,000 residents of the Township of Irvington," about 5000 of which live at Maple Gardens, "we appreciate you protecting the ones who have always protected us,"saud Mayor Sara B. Bost.

Free Colorado Blue Spruce trees

NEBRASKA CITY, NEB.—Ten free Colorado blue spruce trees will be given to each person who joins The National Arbor Day Foundation during February 1998.

The free trees are part of the nonprofit Foundation's Trees for America campaign.

Colorado blue spruces have silver blue-green color and compact conical shape. They can be used as individual ornamentals, or as living Christmas trees.

The trees will be shipped postpaid at the right time for planting between March 1 and May 31 with enclosed planting instructions.

To become a member of the Foundation and receive the free trees, send a $10 contribution to Ten Free Colorado Blue Spruce Trees, National Arbor Day Foundation, 100 Arbor Avenue, Nebraska City, NE 68410, by February 28.

Newark set to auction 140 properties

NEWARK—The City of Newark will offer 140 properties for public sale when the Division of Property Management conducts the first municipal auction for 1998, Mayor Sharpe James announced recently. Last year, the City sold 181 properties for a total of over $2.8 million during its general auctions for 1997.

According to Johnny Jones, manager of the Division of Property Management, there will be 100 structures and 40 vacant lots for sale in the upcoming auction to be held in the Terrace Ballroom at the Robert Treat Hotel.

Additionally, Jones noted that representatives from lending institutions, construction firms and real-estate brokerages participated in the program and provided helpful information regarding financing, renovation and upgrading the properties purchased at the auction.

New Community honors 'Strategic Partners" at annual gala

NEWARK—From the original 45 acres in the heart of Newark's Central Ward envisioned by its founders for a "new community," the grassroots organization known as the New Community Corporation (NCC) has grown to serve not only the Greater Newark area, but New Jersey, and beyond. In fact, it is the largest community development corporation in the nation along with its partner, Babyland Family Services.

NCC will celebrate its success by honoring Johnson & Johnson, Inc., The Prudential Insurance Company and The Victoria Foundation at a 30th anniversary dinner dance Saturday evening, Feb 28 at the Meadowlands Sheraton, East Rutherford, NJ.

Donald C. Mann, chairman of the gala, said, "To mark its three decades of community service, NCC and Babyland will salute the three longtime strategic partners who have shared in their community development success through encouragement, support and advice."

Accepting the awards will be Russell C. Deyo, J&J Vice President Administration; Arthur F. Ryan, Chairman and CEO of The Prudential Insurance Company; and Percy Chubb, III, President of The Victoria Foundation.

Msgr. William J. Linder, founder of NCC, and Mary Palmer Smith, Founder/Executive Director of Babyland, and Treasurer of NCC, said the three organizations have been of immeasurable help in the 30 year success of NCC and Babyland.

J&J, which has consistently demonstrated its corporate awareness of community needs, has furthered NCC's health care initiatives and been instrumental in linking it with other health promoting programs, including The World Health Organization.

Prudential Insurance Company has worked to be a good corporate citizen by meeting the community's needs through its support of innovative programs and social investments. It has been especially generous to its corporate home office community of Newark.

The Victoria Foundation has focused since the 1960s on grant-making activities within Newark that improve opportunities for poor and disadvantaged families. In the 1970's a second emphasis was placed on urgent environmental problems within New Jersey. Throughout its history, New Community and Babyland Family Services have benefited greatly from Victoria's funding. Joining the honorees at the gala will be residents and members of the community, as well as Arthur L. Wilson, President of NCC Board of Directors; Members of the Boards of NCC and Babyland; John R. Mullen, Chairman of New Community Foundation, and Members of the Foundation Board, which serves as a voluntary consulting firm and resource for NCC.

The New Community Network, which also includes St. Rose of Lima School, now employs over 1,500 people. Its programs and services touch the lives of 35,000 daily and include housing, child care, education and job training, health programs, social services, arts and recreation, and community investment and economic development.

Non-profit organizations benefit from Pru volunteers

NEWARK— Six Newark-based nonprofit organizations have just received Prudential Global Volunteer Day Challenge Grants totaling $6,000, as a result of the insurance company's October employee volunteer efforts late last year. Hundreds of Prudential volunteers spent the day doing volunteer work ranging from painting the Quitman Street School and reading to at-risk Newark children at Drew University to planting flower beds at Military Park.

The six Newark-based nonprofit organizations that received Prudential Global Volunteer Day Challenge Grants are:

The Ready Foundation, an intervention program designed to help Newark youth realize their full potential by providing academic assistance, mentoring programs and enriching field trips.

Integrity House, a non-profit organization that has been providing substance abuse treatment and social services since 1968.

Protestant Community Centers, Inc., host of the Reading for Life Festival at Drew University, that showed over 200 Newark students that learning can be fun.

Quitman Street School, a Newark public school sponsored and supported by Prudential, making it a real "community resource."

Habitat for Humanity Newark, Inc., devoted to producing affordable homes in partnership with families. Habitat Newark is one of 1,500 plus affiliates across the nation making it possible for families in need to become home owners.

The Salvation Army's Newark Adult Rehabilitation Center, a 135 bed facility that offers men recovering from drug and alcohol addiction a 10-month program to help them return to society as self-sufficient members.

A Prudential volunteer with a 7-year-old from the Ready Foundation.

Prudential's third annual company-wide Global Volunteer Day attracted more than 10,000 employees and their families, who volunteered in a wide variety of community service activities in the United States, Japan, Taiwan, Korea and Italy.

The Challenge Grant Program awards Global Volunteer Day projects that met specific participation criteria, with grants of $500 or $1,000 to the non-profit organization for which they volunteered.

"Global Volunteer Day is just one of the many days that Prudential employees world-wide give back to the communities in which they live and work," said Gabriella Coleman, president of the Prudential Foundation, the philanthropic arm of The Prudential Insurance Company of America. "The Prudential Global Volunteer Day Challenge Grant Program is a meaningful way to reward our employee teams for their initiative and compassion in volunteerism."

The Prudential Foundation honored the tremendous volunteerism of 64 employee teams in 1997, resulting in Global Volunteer Day Challenge Grants totaling $64,000.

Celebrity Read Program salutes African American History Month

NEWARK—The kick off for the Celebrity Read '98 Program was held recently at Miller Street School in Newark. On hand for the event was Reggie Harris, reporter for WWOR-TV, Channel 9 News, Clarice Taylor, who played Grandma Huxtable on *The Cosby Show*, and Jean Norris, half of the R&B music duo Zhane.

Throughout the month of February, United Way of Essex and West Hudson will conduct its eighth annual Celebrity Read program in honor of African American History Month. Celebrity Read consists of volunteer readers who take time out of their day to visit elementary schools in Irvington, East Orange, Orange and Newark. The program is designed to inspire the community's youth with information about important contributions to American and World history made by people of color.

Gail Moore, Vice President of Community Investments and the creator of the Celebrity Read program, points out that, "Celebrity Readers' are recruited from a professional pool of volunteers from both the public and private sectors including business, government, higher education, the arts, religious organizations, professional associations and the sciences to raise awareness of the achievements of African Americans, Latinos and other ethnic minority groups.

This year, Harris, along with Cindy Shu, Anchorperson for Channel 2 News, will take the honor of serving as Chair and Co-Chair for the Celebrity Read '98 program. Harris, a successful writer and producer, has received an Emmy Award from the New York Chapter of the National Academy of Television Arts and Sciences for Outstanding Single News Feature for his special report on Channel 2 News, "New York in Black and White."

Maria Vizcarrondo-DeSoto, President and CEO of United Way, affirms, "Celebrity Read provides young people with real-life role models who are willing to share their life experiences and in the process, instill a sense of pride and hope for the tremendous potential that exists when people work together as a community."

A Great Introductory Rate Good to the Year 2000! Below Prime After That. Introducing The Millennium Home Equity Credit Line.

6.49% APR
SPECIAL INTRODUCTORY RATE THROUGH JAN. 1, 2000

8.00% APR
SPECIAL BELOW-PRIME RATE THEREAFTER FOR THE LIFE OF THE LOAN

If you've been waiting for a home equity credit line that's really affordable, both during and after its introductory rate, wait no longer. The Millennium Home Equity Credit Line is here, right now, at Broad National Bank.

Take advantage of a super low introductory rate that's guaranteed not for just six months or a year, but until the coming of the 21st Century. Then enjoy a below-prime rate for as long as you have your loan. There's never been a better time to pay off higher rate credit cards or your existing home equity credit line.

Get ready cash for any major expense or emergency, or even refinance your first mortgage at no cost. You'll gain total financial freedom along with important tax advantages.*

The Millennium Home Equity Credit Line from Broad National Bank. It's the loan of the century! For complete details and an application, visit your nearest BNB office or call 1-800-906-CASH today.

After January 1, 2000, the Annual Percentage Rate will be .50% under Prime. APR is shown as of date of publication and assume automatic payment from a Broad National Bank checking account; if automatic payments are not made, the APR's will be .50% higher. Offer applies to new accounts only. A $275 termination fee will apply for accounts closed within 12 months of inception. Maximum rate will never exceed 17.9%. *Consult your tax advisor for deductibility of interest payments.

BNB
BROAD NATIONAL BANK
We speak your language

15 OFFICES SERVING ESSEX, BERGEN, UNION, HUDSON & MIDDLESEX COUNTIES
NEWARK: 905 Broad St., Chestnut St. & Wheeler Point Rd.
133 Jackson St., 290 Ferry St., 466 Bloomfield Ave., 745 Broad St.
plus ATM services at Gateway and at the Continental Airlines concourses at Newark Airport's Terminal C
EAST ORANGE: 554 Central Ave. • ELIZABETH: 826 Elizabeth Ave., 1000 S. Elmora Ave.
KEARNY: 180 Schuyler Ave. • LIVINGSTON: 30 W. Mount Pleasant Ave.
MILLBURN: 225 Millburn Ave. • NO. ARLINGTON: 65 River Rd.
PERTH AMBOY: Convery Plaza, Rt. 35
Visit our Internet site at http://www.broad-national-bank.com

Equal Opportunity Lender
Equal Housing Lender
FDIC
Member FDIC

American Heart Association
Fighting Heart Disease and Stroke

If you are what you eat, why not cut back on fat?

Two hours of Power Talk
Saturday Mornings
Produced and Hosted by Dr. Henry C. Johnson

Time 8-9 a.m.
In The Public Interest
One hour-of talk radio designed to give our listeners a platform to discuss topics of interest including education, child rearing, quality of life, politics, national and world issues.

Time 9-10 am
About Business
MBJ On Air, sponsored by the Minority Business Journal and City News, is designed to simulate interest in purchasing from small businesses, helping our listeners to start a business and grow businesses in our communities. Information, ideas and comments welcome:

Fax: 908-753-1036 Voice line: 908-754-3400

Small business loans are big business to us.
Tell us your needs. Call Peter Kenny, Senior Vice President, at
973-596-2720

BNB
BROAD NATIONAL BANK
We speak your language

15 OFFICES SERVING ESSEX, BERGEN, UNION, HUDSON & MIDDLESEX COUNTIES
NEWARK: 905 Broad St., Chestnut St. & Wheeler Point Rd.
133 Jackson St., 290 Ferry St., 466 Bloomfield Ave., 745 Broad St.
plus ATM services at Gateway and at the Continental Airlines concourses at Newark Airport's Terminal C
EAST ORANGE: 554 Central Ave. • ELIZABETH: 826 Elizabeth Ave., 1000 S. Elmora Ave.
KEARNY: 180 Schuyler Ave. • LIVINGSTON: 30 W. Mount Pleasant Ave.
MILLBURN: 225 Millburn Ave. • NO. ARLINGTON: 65 River Rd.
PERTH AMBOY: Convery Plaza, Rt. 35
Visit our Internet site at http://www.broad-national-bank.com

Equal Opportunity Lender
Equal Housing Lender
FDIC
Member FDIC